GOVERNMENT OF INDIA
MICRO, SMALL AND MEDIUM ENTERPRISES
LOK SABHA

STARRED QUESTION NO:71
ANSWERED ON:20.11.2007
ENCOURAGEMENT TO COIR INDUSTRY
Rao Shri Kavuru Samba Siva

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) the losses suffered by Coir Board during each of the last three years;

(b) the steps taken to improve quality, production and marketing of coir products;

(c) the steps taken to include private public partnership in marketing of coir products for domestic buyers throughout the country and abroad;

(d) whether the Government proposes to provide subsidies to weavers to undertake modernization programmes, encourage exports of coir products and to set up research and development institutes to produce high value products and to diversify the product range; and

(e) if so, the details thereof?

Answer

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI MAHABIR PRASAD)

(a) to (e): A statement is placed on the Table of the Sabha.

STATEMENT REFERRED TO IN ANSWER TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 71 BY SHRI K.S. RAO FOR ANSWER ON 20.11.2007 REGARDING ENCOURAGEMENT TO COIR INDUSTRY

(a) The Coir Board is not a fully commercial organization. It aims at modernization, research and development, technology up-gradation, market promotion, skill development, infrastructure up-gradation, etc, for development of the coir industry. The Board is a 100% Government of India grantee institution. The details of receipts and payments of the Board during the last three years are given below:-

(Rs.in lakh)

Year	Opening Balance	Receipt	Payment	Closing Balance
2004-05	115.31	2142.05	2245.15	12.21
2005-06	12.21	4123.01	4078.39	56.83
2006-07#	56.83	3481.95	3102.09	436.69

#Provisional

(b) In order to improve the quality and production of coir and coir products, the Board has been organizing the following programmes :

(I) The Central Coir Research Institute, Kalavoor, Alleppey and the Central Institute of Coir Technology, Bangalore functioning under the Board are developing new technologies for improvement of production and processing methods. These institutes have also been playing a major role in the development of new coir based products and diversification of uses of coir.

(II) The National Coir Training and Design Centre, Kalavoor, Alleppey of the Board has been imparting training on scientific production and manufacturing techniques and catering to the manpower needs of the industry.

(III) In order to improve the production of coir, the Board has been providing financial assistance to entrepreneurs to set up new units and for modernization of existing ones.

(IV) The Coir Board is also organizing Quality Improvement Programmes at important coir production centres in the coir producing States in association with Coir-Cooperative Societies, voluntary organizations etc.

(V) The steps taken by the Board to popularize the use of coir and coir products in the country and abroad, inter-alia, include:

(A) Publicity through the print and electronic media in the country and abroad;

(B) Placing of hoardings and banners featuring coir products at vantage points in different cities of the country;

(C) Participation by the Coir Board as well as producers/exporters in trade fairs, exhibitions, buyer-seller meets, seminars and conferences, etc. in the country and abroad;

(D) Opening of retail showrooms, sale depots and mobile sales units;

(E) Tying up with the petrol pumps for display and sales, etc.

(c) Through Private-Public Participation, the Board is planning to open Authorised Retail Outlets on an experimental basis. The Board has also engaged private canvassing agents for coir products on commission basis. A Memorandum of Understanding (MoU) has recently been signed with the Indian Oil Corporation Ltd, for selling coir products at selected petrol pumps in Kochi.

The Coir Board has promoted more than 120 rubberized coir industries having a turnover of Rs. 800 crore per annum. Further, 26 coir clusters have been identified for their holistic development under SFURTI. This will help in quality production and technology support to the Micro, Small and Medium Enterprises of coir sector.

With the aim of development of external market, the Board has been extending assistance under External Market Development Assistance Scheme. Under this scheme, assistance is given for sales promotion tour, participation in fairs and exhibitions abroad and publicity through printed materials.

(d) and (e) Financial assistance is provided by the Board for development of production infrastructure and modernization of existing units. For setting up new units, the Board provides 25% of cost of the machinery subject to a maximum of Rs. 1.5 lakh. For modernization, the ceiling prescribed is Rs. 50,000/-. Under the scheme, 48,74 and 61 units have been assisted during 2004-05, 2005-06 and 2006-07, respectively.

In addition to the above existing Scheme, it is proposed to introduce a new scheme for Rejuvenation, Modernisation and Technology Up gradation of Coir Industry during the XI Plan. Under the proposed scheme, it is proposed to assist 19000 weavers in the first phase resulting in increased production of value added products for the domestic and export market. Two Research and Development Institutes, namely, Central Coir Research Institute, Kalavoor, Alleppey and the Central Institute of Coir Technology, Bangalore are already functioning under the Coir Board. The achievements of these Institutes, in brief, are given in the Annexure. The Government is trying through Coir Board to create awareness and transfer these achievements to the beneficiaries.

Annexure

ANNEXURE REFERRED TO IN PARTS (d) & (e) OF THE STATEMENT REFERRED TO IN ANSWER TO LOK SABHA STARRED QUESTION NO. 71 BY SHRI K.S. RAO FOR ANSWER ON 20.11.2007.

1. Modernization of extraction and processing of coir fibre.
2. Development of a Motorised ratt for brown fibre sector.
3. Development of a bacterial cocktail known as COIRRET for faster retting of coconut husks.
4. Development of technology of using COIRRET for quality improvement of mechanically extracted unretted green husk fibre.
5. Developed a zero pollution process by which vegetable oil in water emulsion is applied on coir fibre along with urea, which facilitates a desirable effect of better spinning and higher production. This process eliminates conventional process of soaking coir fibre in back waters, lakes and lagoons that pollutes the environment.
6. A metallic handloom `Anugraha` has been developed that makes it suitable for women workers to weave coir mats leading to better daily earnings.
7. Developed `Anupam` loom to weave all types of mats, mattings and carpets. The loom is pneumatically powered and suitable for women workers.
8. Developed a ready made lawn `cocolawn` using coir non woven felt, coir pith and composted coir pith.